



UTAH COUNTY TOURISM PROFILE

County Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	State Ranking
DEMOGRAPHIC									
Population	353,365	361,631	368,536	380,842	385,692	398,056	410,768	3.2%	2
Total Non-Ag Employment	141,702	146,724	152,747	154,778		151,822	152,920	0.7%	2
Non-Ag Avg Monthly Wage	\$2,000	\$2,102	\$2,216	\$2,243		\$2,250	\$2,298	2.1%	9
Per Capita Income	\$17,380	\$17,887	\$19,046	\$19,271	\$19,729	\$19,603	\$19,604	0.0%	20
Unemployment Rate	3.1%	3.2%	2.6%	3.8%		5.9%	4.2%	-1.7%	2
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$291.8	\$294.6	\$310.8	\$308.3	\$226.5	\$226.8	\$204.3	-9.9%	5
Travel & Tourism Related Employment	5,400	5,578	5,883	6,133	9,233	8,521	7,632	-10.4%	3
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$6,069.0	\$6,191.0	\$6,464.0	\$6,413.0	\$7,655.0	\$4,747.1	\$4,277.5	-9.9%	5
Gross Taxable Room Rents	\$27,755	\$31,614	\$33,462	\$31,687		\$35,348	\$30,930	-12.5%	4
Transient Room Tax	\$832.7	\$948.4	\$1,003.9	\$950.6		\$1,060.4	\$927.9	-12.5%	4
Restaurant Tax	\$2,219.9	\$2,499.6	\$2,716.4	\$2,915.5		\$2,884.0	\$2,980.6	3.3%	2
Car Rental Tax	--	--	--	--		--	--	--	--
Gross Taxable Retail Sales (millions)	\$3,670.0	\$3,938.9	\$4,170.7	\$4,326.5		\$4,394.3	\$4,433.2	0.9%	2
REGIONAL VISITATION COUNTS									
S.L. Airport Passengers	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	18,466,756	-1.0%	
Skier Days at Utah Resorts	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	3,386,141	7.8%	
Wasatch Mountain S.P.	880,669	896,917	930,152	923,988		1,215,511	799,617	-34.2%	
Thanksgiving Point	NA	NA	302,000	351,000		239,000	500,000	109.2%	
Deer Creek S.P.	153,055	197,547	253,523	291,124		188,550	176,975	-6.1%	
Utah Lake S.P.	734,995	431,702	405,563	276,475		157,882	83,076	-47.4%	
Jordanelle S.P. (2 Locations)	310,648	342,200	362,010	192,005		168,113	112,169	-33.3%	
Timpanogos Cave N.M.	119,074	122,768	115,115	126,270		114,736	106,028	-7.6%	
Veterans' Memorial S.P.	22,231	20,612	24,889	13,184		NA	NA	NA	
Camp Floyd S.P.	9,231	8,667	8,639	8,054		13,215	12,348	-6.6%	

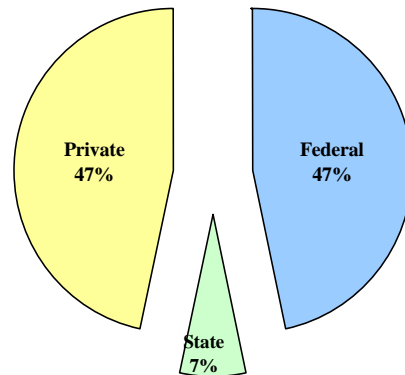
r = revised

Land Ownership - 2004		% Total
Total Acres in County	1,276,055	100.0%
Federal Government	595,642	46.7%
BLM	100,325	7.9%
US Forest Service	440,343	34.5%
National Recreation Areas	--	--
National Parks	235	0.0%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	37,758	3.0%
Other*	16,981	1.3%
State Government	84,235	6.6%
Utah State Parks & Recreation	176	0.0%
Utah State Wildlife Reserves	37,082	2.9%
State Trust Lands	46,977	3.7%
American Indian	--	--
Private**	596,178	46.7%

*Includes Military and Bankhead Jones land

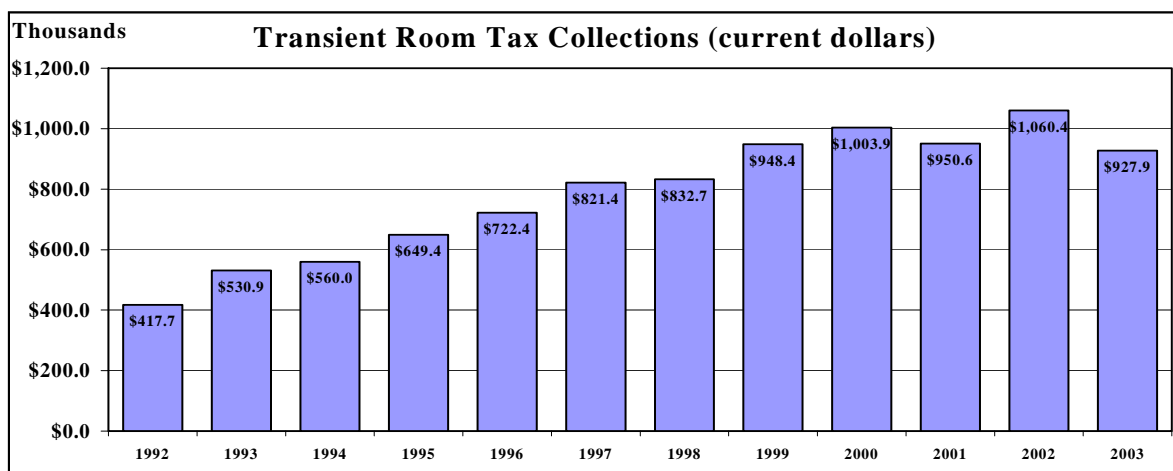
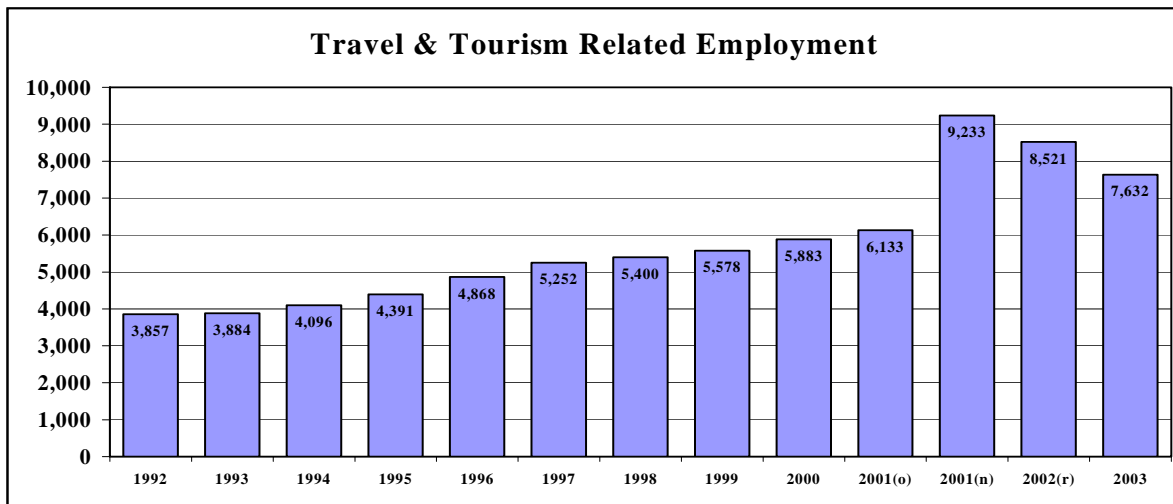
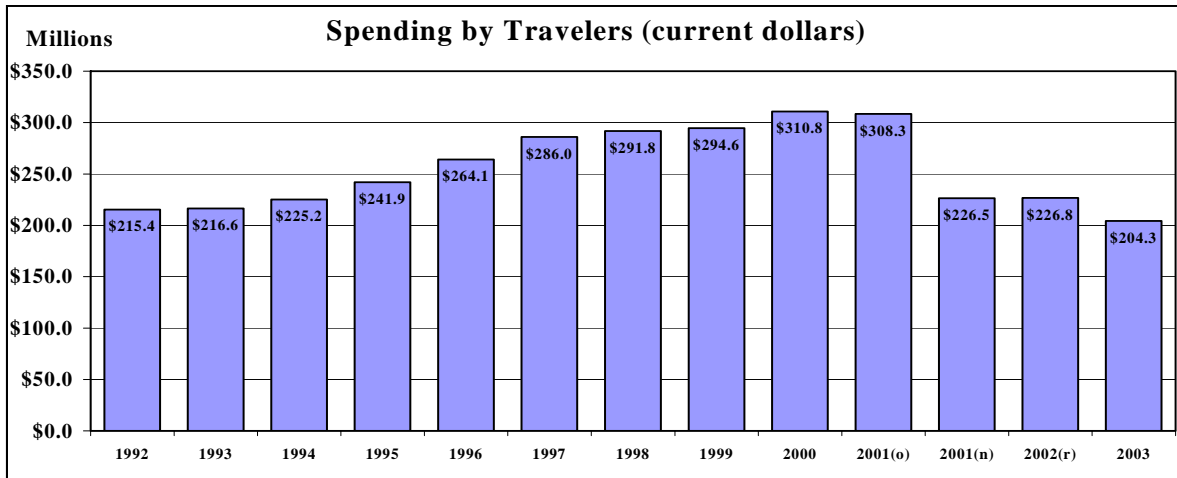
**May include some local government land

Land Ownership - 2004



Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology (new). See the methodology section in the appendix for details.

Utah County Tourism Profile



r = revised

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